



RIDERSHIP MARKETING

Phase 1: Audience Rationale



A NEW ERA:
34 AND UNDER

109,000
IN DES MOINES

226,185
IN POLK COUNTY

52% of Metro



**61% 18 TO 34 SAID
THEY'D "CONSIDER
USING DART IN THE
FUTURE"**

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MOST ATTRACTIVE SEGMENT

- Young adults,
18 – 29 years old
- Commuters
- Cost-, time-, and
environmentally
conscious individuals



CHANGE ADOPTERS

18 – 29 YEARS OLD

- Have not cemented a behavior pattern – 83% agree this time in their life is full of changes
- Identifying habits for commuting, social, and work-life



PROGRESSIVE THINKERS

18 – 29 YEARS OLD

- Higher likelihood to prefer public transit in a city for relocation
- Greater tendency to fully integrate green behavior into their daily lifestyles



CATALYST MOMENTS

18 – 29 YEARS OLD

- Millennials are most likely to switch jobs
- Six in ten millennials are open to new job opportunities
- 34% of Midwest college students have interest in living in an urban area after graduation
 - City accessibility is a factor
- 61% of Midwest college students desire to stay in the Midwest



FEWER BARRIERS

18 – 29 YEARS OLD

- In-school or new to workforce
- Less likely to have children at this life stage; putting off having children until later in life



MAKING TRANSIT ROUTINE

18 – 29 YEARS OLD

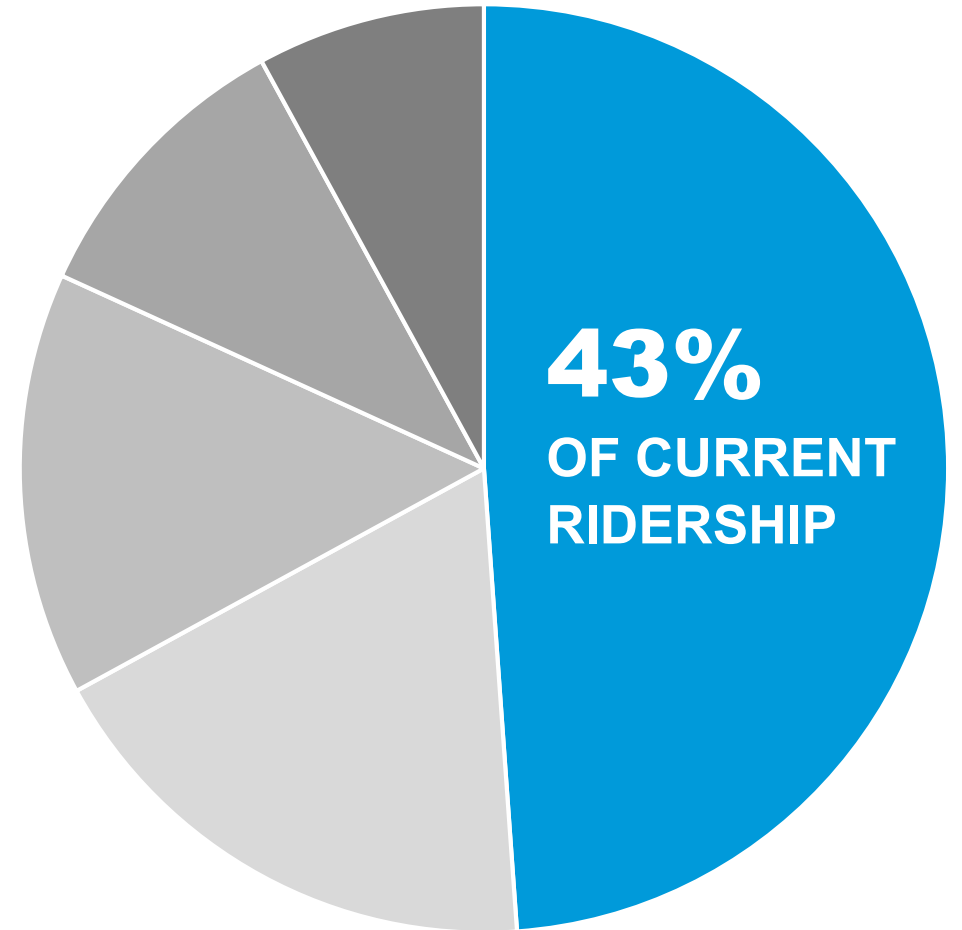
- Stronger propensity to use public transportation compared to older counterparts
- 21% use public transportation on a daily to weekly basis
- Decline in drivers' licenses
 - 2014/1983 comparison
 - 16.4% drop in 20 – 24-year olds
 - 11% drop in 25 – 29-year olds





COMMUTERS

Routes and accessibility are conducive to trial ridership by commuters.



REACHING THE AUDIENCE

LARGE DIGITAL FOOTPRINT

- Greater propensity to use the social media platforms – especially Instagram and Twitter, where they over-index compared to older audiences



**23% OF
NON-RIDERS
SAY THEY DON'T
RIDE BECAUSE
“I DON'T NEED TO”**

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MESSAGE STRATEGY

- Match value proposition and “better option” appeal with target audience
 - Convenience
 - Cost of driving or parking
 - Hassle-free
 - Personal time (not operating vehicle)
 - Environmentally friendly



**DEMONSTRATE THIS IS
NOT ABOUT “NEED”
PUBLIC TRANSIT CAN
BE A BETTER CHOICE**

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